



Hi this is The Guy R Cook Report I'm Guy Cook and we're here today well we're gonna do a number things today and I I thank you for taking the time out of your day to listen in we're gonna focus on powerful social media management and focusing on social media management came about because I was

looking at this Pinterest and I'd set up a new board for podcast resources oh check that out go to my podcast resources board on Pinterest and you'll see all the links in there the pins I should say and looking over the analytics and Pinterest that's where I got the idea of focusing your management of social channels on the ones that will matter that is to say which ones are getting you the bang for the buck the time spent managing those well let's take a look at what the time turns into as you can see on this infographic here the 21 ways to extend the lifespan of content and we'll have the link there in the show notes is gonna go everything from YouTube to LinkedIn to Instagram to Facebook to Twitter to Pinterest to blog post and guess what the winner in this list is far as I'm concerned is the blog post because they're gonna stick around for two years versus the five hours for Facebook or 24 hours for LinkedIn so make a decision based on where your engagement is look at and speaking of engagement I want you to take a look at this list of downloading the podcasts you can get it from Apple podcasts the tune in Google Play Music a stitcher and all the usual sorts suspects excuse me you can also get the feed from pod bean if you go to The Guy R Cook Report dot podbean dot com they'll have a link there for this episode of The Guy R Cook Report so I want you to have a great week I'll see you tomorrow.

It's a wrap